

## The Influence of Promotion on the Purchase Decision of Mosque Dome (Case Study at PT. Anugerah Kubah Indonesia)

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### Abstract

*Promotional activities are activities that are very important for companies in order to introduce products. The ultimate goal is for consumers to purchase products. This article discusses the effect of promotion on purchasing decisions for mosque domes at PT. Indonesian Dome Award located in Purwokerto Village, Kec. Ngadiluwih Regency Kediri. To determine this effect, this article uses a descriptive quantitative research approach. The analysis used simple linear correlation and regression with the help of the SPSS 24 application. The sample used was 109 people. The results of data processing revealed that promotional activities at PT. The Indonesian Dome Award is classified as good with an attractive promotional method and media. The response to consumer purchasing decisions is good, meaning that consumers have compatibility between themselves and the aspects owned by PT. Indonesian Dome Award. This condition is reinforced by data processing which states that the influence of the promotion variable on the dome purchase decision is 25.3%.*

**Keywords:** Promotion, purchase decision, mosque dome

### A. Introduction

At present the community's need for places of worship is increasing, especially places of worship for the Islamic religion which have a distinctive feature, namely the dome. Manufacturers of mosque domes have started to emerge so that the market for mosque domes has strong competition. For that, we need a promotion. According to Kotler, promotion is any form of communication used to inform (to inform), persuade (to persuade), and remind (to remind) the target market about products produced by organizations, individuals or households (Kotler, 2015: 25). Promotion is an important aspect that can influence the decision to buy a mosque dome. The purchase decision is the stage in the buyer's decision-making process where the consumer actually buys (Alma, 2014: 68).

According to Kotler, consumer purchasing decisions are influenced by three factors, namely internal factors, external factors, and situational factors. External factors are information input to consumers originating from marketing efforts carried out by companies which include product, price, location, and promotion.

The results of observations made on April 8, 2023 of 30 respondents regarding the reasons consumers buy products at PT. Indonesian Dome Award as follows:

No	Reasons to buy products in PT. Anugerah Kubah Indonesia	Number of Consumers
1	Product	7
2	Price	5
3	Place	3
4	Promotion	15
<b>Total</b>		30

Sumber : Hasil Observasi (2023)

The following is a list of dome production companies in East Java along with the methods of promotion carried out, namely as follows:

#### List of Dome Production Companies at East Java Province

No	Company Name	County town	Promotion
1	CV. Asia Jaya Kubah	Trenggalek	Via YouTube and social media.
2	CV. Karya Kubah	Tulungagung	Offline and online (website, youtube and social media).
3	CV. Mulia Kubah	Tulungagung	Online through the website, YouTube and all social media.
	PT. Anugerah Kubah Indonesia	Kediri	Through digital marketing (google ads, YouTube, all social media), radio ads, TV ads, opening agency and representative systems, and opening affiliate opportunities.

Source: Data processed by researchers

PT. Anugerah Kubah Indonesia is a company that concentrates on planning, designing, producing mosque domes and Muslim worship accessories as well as consulting on mosque domes or better known as mosque dome contractors. PT Anugerah Kubah Indonesia's ornamental mosque dome products give a more exclusive impression, with materials that are strong enough and light and with sharp colors that can last up to 25 years. This company has more than 7 years of experience and is trusted to complete projects for installing enamel domes, galvalum domes and stainless gold domes in every city throughout Indonesia and even abroad. The location of the company is on Jl. Scout No. 157, Sawahan, Purwokerto, Kec. Ngadiluwih, Kab. Kediri. PT. Anugerah Kubah Indonesia promotes its products through social media such as Facebook (PT. Anugerah Kubah Indonesia), Instagram (qoobahofficial), YouTube (Qoobah Official TV), and already

has its own website. The following is sales promotion data conducted by PT. Indonesian Dome Award in 2022.

**Sales Result Data at PT. Indonesian Dome Award 2022**

No	Month	Consumer	Sales Gain
1	Januari	21	Rp4.000.000.000
2	Februari	8	Rp4.000.000.000
3	Maret	16	Rp6.000.000.000
4	April	9	Rp2.000.000.000
5	Mei	10	Rp2.000.000.000
6	Juni	20	Rp6.000.000.000
7	Juli	17	Rp4.000.000.000
8	Agustus	27	Rp4.000.000.000
9	September	24	Rp6.000.000.000
10	Oktober	20	Rp4.000.000.000
11	November	20	Rp4.000.000.000
12	Desember	22	Rp4.000.000.000
<b>Amount</b>		<b>214</b>	<b>Rp50.000.000.000</b>

Source: Documentation from PT. Anugerah Kubah Indonesia 2022

**Number of Respondents PT. Indonesian Dome Award 2020-2022**

No	Year	Number of Respondent
1	2020	383 orang
2	2021	397 orang
3	2022	214 orang

Source: Documentation from PT. Anugerah Kubah Indonesia

According to Harper Boyd, promotion is an effort to persuade people to accept products, concepts, and ideas that will influence purchasing decisions (Boyd, 2000: 174). With the promotion being carried out, people will quickly know the advantages of the products offered and of course the producers expect an increase in sales figures.

Purchasing decisions are producers where consumers know the problem, look for information about products or services and evaluate how well each of these alternatives can solve the problem then lead to purchasing decisions (Sunnyoto, 2015: 107).

This article aims to determine the effect of promotion on purchasing decisions on mosque domes at PT. Indonesian Dome Award. The hypothesis proposed is H0: There is no effect of promotion on the decision to buy a mosque dome at PT. Indonesian Dome Award. H1 : There is a promotional effect on the decision to buy a mosque dome at PT. Indonesian Dome Award.

Several studies showing the same study include: "The Effect of Promotion on the Decision of Buyers of Futsal Uniforms at Focus Convection Stores in Pekanbaru" (Guntara, 2021: 18). The results of this study show that promotion has an influence on uniform purchasing decisions at Focus Convection Pekanbaru. The R<sup>2</sup> value of 0.605 indicates that 60.5% change in purchasing decisions is determined by the independent variable, namely promotion, while the other 39.5% is determined by other variables not examined in this study. Research "The Effect of Social Media Promotion on Purchase Decisions at Missyshop Official Boutiques in Makassar City" in 2020 (Lestari, 2020: 22). The results of the study show that social media promotion has a positive and significant effect on purchasing decisions at Missyshop Official Boutiques in Makassar City. Research "The Influence of Product Quality and Promotion on Purchase Decisions of Scarlett Whitening Bodycare" (Wahyuningsih, 2022: 36). The results show that the quality of scarlett whitening body care products is included in the good category with a yield of 75.7%. Promotion of scarlett whitening body care products is included in the good category with a percentage of 85.4%. It can be concluded that H1 is accepted, which means that there is an influence on product quality and promotion on purchasing decisions for scarlett whitening body care for IPPNU members in Kediri City for the 2021-2023 period. Research "The Influence of Product Quality and Promotion on Bubble Drink Purchase Decisions" (Fadhli, 2021: 46). The results of this study indicate that product quality in bubble drink at Chatime Ramayana Kediri is included in the medium category. Product quality and promotion variables have a joint contribution of 28.1% to the purchase decision variable and the remaining 71.9% is influenced by other variables not examined in this study. Research "The Influence of Products and Promotions on Herbal Medicine Purchasing Decisions" (Aula, 2022: 33). The results showed that the relationship between product and purchase decision was strong with the Pearson correlation test value of 0.688 and a significant value of 0.000. The relationship between promotion and purchasing decisions is the Pearson correlation test value of 0.473 and a significant value of 0.000. Pearson product moment correlation analysis with an R value of 0.758. Based on these results it can be seen that the product and promotion variables have a strong relationship to the decision to buy herbal medicine at Ngejamu Ang Mojoroto, Kediri City.

## **B. Literature Review**

### **PROMOTION**

According to Rangkuti, promotion is an element in the company's marketing mix that is utilized to notify, persuade, and remind about the company's products. According to Tjiptono, promotion is one of the determinants of the success of a marketing program to provide information about the existence of a product (Tjiptono, 2001: 219). According to Agustina, the main purpose of promotion is to inform, influence, persuade, and remind target customers about the company and its marketing mix (Yanti, 2020: 63).

### **Factor of Influencing Promotion**

In Kotler's opinion, the factors that influence promotion are as follows (Kotler, 2019: 89):

- a. Marketing. In this case, push and pull strategies can be used. Push activities encourage sales which can occur because producers encourage wholesalers and then wholesalers encourage consumers to be willing to buy a product. In this case the producer directly directs the promotion to the end consumer (Jaiz, 2014: 43)
- b. Target market. Determination of the target market in terms of location, age, gender, economic status, educational status and market location as the target to be targeted because it can affect the marketing mix that will be used so that the marketing mix will run effectively and efficiently.
- c. Product. The point is to see the location of the product in the life cycle level at the product introduction stage, the promotion is intended to introduce the product by giving free samples. At the stage of growth promotion is intended to strengthen public trust.
- d. Situation. This depends on various situations or environmental conditions of the company, such as competition, economics, politics, and so on.

### **Promotion Indicators**

According to Kotler and Keller, sales promotion indicators can be assessed from the following (Kotler, 2013: 91):

- a. Promotion frequency, is the total sales promotion carried out at one time through various sales promotion media.

- b. Promotion quality is a measure of how well sales promotions are carried out.
- c. Promotion quantity, is the number of sales promotions given to consumers.
- d. Promotion time, is the length of promotion carried out by the company.
- e. Accuracy or suitability of promotional targets, is a factor needed to achieve the targets set by the company.

## **BUYING DECISION**

According to Tjiptono, consumer purchasing decision making is an individual activity directly or indirectly involved in obtaining and using a product or service that is needed (Tjiptono, 2021: 115). According to Schiffman and Kanuk, the purchase decision is the determination of two or more alternative purchase decision choices, meaning that a person can make a decision, several alternative choices must be available (Kanuk, 2019: 364). The decision to buy can be oriented to the process in which the decision is made (Effendi, 2016: 268). Consumer purchasing decisions are influenced by consumer behavior. According to Tatik Suryani, the notion of a buying decision is a decision made by an individual because of stimuli, both from outside the individual and things that exist within the individual himself (Suryani, 2013: 13).

## **Factors of Influencing Purchase Decisions**

Purchasing decisions are defined as the company's strategy to find out and produce satisfying product services for certain market segments where these market segments are used as product target markets that are introduced to attract consumers through purchases (Hermawan, 2015: 35). According to Tjiptono, the factors that influence purchasing decisions are (Tjiptono, 2015: 146): strategic location, good service, ability of the sales force, advertising and promotion. The purchase decision of the buyer is strongly influenced by the cultural, social, personal and psychological factors of the buyer. Most of these are factors that marketers cannot control, but must really be taken into account. Factors that influence purchasing decisions, namely as follows (Peter and Oslon, 2022:67):

### **a. Cultural factors**

- 1) Culture. Culture is the biggest determinant of a person's desires and behavior.

- 2) Sub-culture. Each culture consists of smaller sub-cultures that provide more specific identification and socialization for its members.
- 3) Social class. Social classes are relatively homogeneous and long-lasting groups in a society that are hierarchically arranged and whose membership has similar values, interests and behaviors.

b. Sosial factors

- 1) Reference groups. A person's reference group consists of all groups that have a direct or indirect influence on a person's attitude or behavior.
- 2) Family. The family is the most important consumer buying organization in society, and family members are the most influential primary reference group.
- 3) Roles and status. In general, a person during his life participates in groups, clubs, organizations. A person's position in each group can be identified in terms of roles and status.

c. Personal factors

- 1) Age and stages in the life cycle. A person's consumption is also shaped by the stage of the family life cycle.
- 2) Jobs. Marketers try to identify groups of workers who have an above average interest in certain products and services.
- 3) The state of the economy. What is meant by a person's economic condition is that it consists of income that can be spent (its level, stability, and pattern), savings and assets (including the percentage that is easy to convert into money), the ability to borrow and attitudes towards spending versus saving.
- 4) Lifestyle. A person's lifestyle is a pattern of living in the world that is expressed by one's activities, interests and opinions.
- 5) Personality and self-concept. What is meant by personality is the different psychological characteristics of each person who views his response to the relatively consistent environment

d. Psychological factors

- 1) Motivation. Some needs are biogenic, these needs arise from a certain physiological state, such as hunger, thirst, discomfort. Meanwhile, other needs are psychogenic,

namely needs that arise from certain physiological conditions, such as the need to be recognized, the need for self-esteem or the need to be accepted.

- 2) Perception. Perception can be defined as the process by which a person selects, organizes, interprets information input to create a meaningful picture of this world (Setiadi, 2003: 11-15).

### **Purchasing Decision Indicator**

According to Kotler, indicators of the purchasing decision process are as follows (Kotler, 2013: 115): Purpose in buying a product; Information processing to arrive at branding; Stability in a product; Giving views to others; Make repeat purchases.

Meanwhile, according to Kotler and Keller, indicators of purchasing decisions are as follows:

- a. Recognition of needs. The buying process begins with a need. Consumer needs can be influenced by internal and external stimuli. Every marketer or marketing must know what stimuli can trigger consumer needs. To find out, marketers must collect as much information as possible from consumers. After the information has been collected, marketers can identify and create marketing strategies that can attract consumer interest.
- b. Information search. In the search for information is divided into two levels. The first level is a lighter search for information called strengthening attention and the second level is an active search for information. In general, consumers obtain information about a product from commercial sources (sources dominated by marketers). However, the most effective information comes from personal sources (family, friends, neighbours). Consumers will seek information about objects that can satisfy their desires. Then conduct an assessment of the information obtained.
- c. Evaluation. Consumers will use the information received and then evaluate various brands. This information is used to obtain a clearer picture of the alternatives faced and the attractiveness of each. Manufacturers are required to study buyers to be able to evaluate alternative brands in actuality.



- d. Buying decision. In the evaluation stage, consumers have sorted according to their choices. It is likely that consumers will choose the intention to buy the preferred product. However, there are two factors that exist between purchase intention and purchase decision, namely other people's attitudes and unanticipated situational factors (Kotler and Keller, 2017: 253).
- e. Post purchase behavior. After consumers decide to buy a product, consumers will find advantages and disadvantages. Some consumers ignore the deficiencies in the product, while others actually add value to the product. This appeals to manufacturers to pay attention to consumer actions after making a purchase. Consumer decisions become a measuring tool between consumer expectations of the product and what consumers feel after buying the product. The greater the level of discrepancy in consumer expectations of a product purchased, it means that consumers feel increasingly dissatisfied.

### **Promotion Relations Against Purchasing Decisions**

Menurut According to Ari Setiyaningrum, one of the main impacts for companies to promote a product is to increase demand which in turn will increase manufacturing capacity utilization and service operations (Setiyaningrum, 2015: 62). In other words, when demand is low and capacity utilization is low, promotion can be an effective means of increasing productivity and profit position. In the evaluation stage, consumers form priorities for the products or services in the choice set. These consumers can also determine their intention to buy the most preferred product in accordance with the promotions offered. Based on the description above, it is suspected that there is a relationship between promotions and purchasing decisions.

## **C. Research Methods**

### **Research Design**

This type of research used is quantitative research. Quantitative research can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical in

nature, with the aim of testing hypotheses that have been set (Arikuto, 2006: 112). Quantitative approach research is a research approach whose results are presented in the form of a description using statistical figures (Hajar, 1996: 30).

This research is a quantitative research with a descriptive research type. Descriptive research is a research method that seeks to describe and interpret objects according to what they are (Sukardi, 2007: 157). The purpose of descriptive research is to find basic answers related to cause and effect, by analyzing the factors that cause the occurrence or appearance of a particular phenomenon.

Independent variables are variables that can affect other variables and produce consequences for other variables which are generally in the order of time that occurs first. This variable is symbolized by the letter "X" (Martono, 2011: 57). In this study, which acts as a free variable or independent variable is promotion (X). The definition of promotion is a way of communicating a company to market its product so that the product is known by the public.

#### Research Variable Indicator X

Variable	Indicator
Promotion (X)	<ol style="list-style-type: none"> <li>1. Frequency</li> <li>2. Quality Promotion</li> <li>3. Promotional Quantity</li> <li>4. Promotion Time</li> <li>5. Accuracy of promotion or suitability of promotion goals</li> </ol>

Source: Philip Kotler and Kevin Lane Keller, Marketing Management Planning Analysis, Implementation and Control, 2017.

The dependent variable is the variable that is influenced by the independent variables. Variables are symbolized by the letter "Y". The dependent variable in this study is the purchase decision (Y).

#### Research Variable Indicator Y

Variable	Indicator
Buying Decision (Y)	<ol style="list-style-type: none"> <li>1. Information search</li> <li>2. Evaluation</li> <li>3. Buying decision</li> <li>4. Post purchase behavior</li> </ol>

Source: Philip Kotler and Kevin Lane Keller, Marketing Management Planning Analysis, Implementation and Control, 2017.

### **Population and Sample**

Population is all objects or subjects that are in an area that has certain characteristics according to the research problem or all individuals within the scope to be studied (Amirullah: 2015: 67). The population in this study are consumers of PT. Indonesian Dome Award in 2022, namely a total of 214 people. The sample is part of the number and characteristics possessed by the population. In a study, not all individuals in the population were studied because given the limitations in cost, labor, and time, researchers could use samples taken from that.

The determination of the number of samples was carried out by researchers using the slovin formula:

$$n = \frac{N}{1 + Ne^2}$$

From the measurements above it can be seen that the number of samples in this study were 109 people. According to Asnawi, non-probability sampling is sampling where members of the population do not have the same opportunity to become members of the sample. The non-probability sampling technique used by the researchers used the accidental/convenience sampling method. According to Istijanto, accidental/convenience sampling, namely a sampling technique based on the chance to meet a researcher, can be used as a sample, if the person met by chance is suitable as a data source (Istijanto, 2008: 114).

Primary data is data obtained directly from research respondents, using a measuring instrument, namely a questionnaire (Widoyoko, 2013: 33). The questionnaire in this study was distributed to consumers/customers at PT. Indonesian Dome Award. Data collection methods in this study used documentation and questionnaires. The first method, namely documentation, is a method by digging up previous or historical sources (Bungin, 2013: 128). Data collection through this documentation was carried out by researchers by collecting data related to consumer/customer purchases of mosque domes at PT. Indonesian Dome Award before and after promotions both online and offline. The second method is a questionnaire / questionnaire. Descriptive Statistical Analysis. Included in the descriptive statistical analysis is the presentation of data in the form of tables, graphs, pie

charts, pictograms, mode, median, mean, calculation of deciles, percentiles, calculation of data distribution through the average standard deviation and calculation of percentages.

#### Classic assumption test

- a) Normality Test. The normality test is used to test whether an independent variable and a dependent variable are normally distributed or not. The regression model is expected to be in the form of graphical analysis and statistical tests, with the following provisions:
  - 1) If the significance value or probability value is  $> 0.05$ , the hypothesis is accepted because the data is normally distributed.
  - 2) If the significance value or probability value is  $< 0.05$ , the hypothesis is rejected because the data is not normally distributed.
- b) Multicollinearity Test. Multicollinearity is the existence of an almost perfect correlation between the independent variables. In a good model there should be no correlation between the independent variables, the presence of multicollinearity causes a large variance in the regression model so it is difficult to get the right estimation. Multicollinearity can be seen if the Variance Inflation Factor (VIF) value is below 10, it is said that there is no danger or passes the multicollinearity test (Paramita, 2021: 85).
- c) Auto Correlation Test. This test is used to determine whether there are correlation deviations that occur between residuals in one observation with other observations in the regression model. Autocorrelation test was performed using the Durbin-Watson test. The following are the assessment criteria according to the Durbin-Watson test (Fahmi, 2016: 67-68):
  - 1) If  $0 < dW < dL$ , then there is a positive autocorrelation.
  - 2) If  $dL < dW < dU$ , then no certainty is maintained (doubtful).
  - 3) If  $4 - dL < dW < 4$ , then there is a negative autocorrelation.
  - 4) If  $4 - dU < dW < 4 - dL$ , then there is no certainty (in doubt).
  - 5) If  $dU < dW < 4 - dU$ , then there is no positive or negative autocorrelation

d) Heteroxidation test. Aims to test whether there is a regression model where there is an inequality of variance from the residuals of one observation with other observations.

The basis for decision making is as follows :

- 1) If the p value is  $\geq 0.05$  then  $H_0$  is rejected, meaning that there is no heteroscedasticity problem.
- 2) If the p value  $\leq 0.05$  then  $H_0$  is rejected, meaning there is a heteroscedasticity problem.

### **Correlation Analysis**

Correlation analysis technique is a technique used to determine the relationship between the independent variable (X) and the dependent variable (Y). This study uses Pearson Product Moment correlation analysis. The formula is as follows:

$$r = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{(n \sum X^2 - (\sum X)^2)(n \sum Y^2 - (\sum Y)^2)}}$$

Information :

X = independent variable (promotion decision)

Y = dependent variable (purchasing decision)

N = number of samples

R = Pearson Product Moment correlation coefficient

### **Simple Linear Regression Analysis**

Simple linear regression analysis aims to determine the extent to which the dependent variable is influenced by the independent variable (Mangkuatmojo, 2004: 189-190). In this study using simple regression analysis using the IBM SPSS 24 application. With the following formula :

$$Y = a + bX$$

Information :

X = independent variable (promotion)

Y = dependent variable (purchasing decision)

a = coefficient value

b = coefficient of the regression direction

### **Analysis of the Coefficient of Determination**

The coefficient of determination ( $R^2$ ) is either zero or one. A smaller  $R^2$  value means that the ability of the dependent variable is limited, otherwise if  $R^2$  is close to one it

means that the independent variable provides all the information needed to predict the dependent variable. The coefficient of determination ( $R^2$ ) is essentially a measure of the model's ability to explain the independent variables. With the following formula :

$$Kd = r^2 \times 100\%$$

Information :

Kd = coefficient of determination

r = value of the correlation coefficient

### **Hypothesis Testing**

Hypothesis testing is used to determine the independent variables that have a significant effect or not on the dependent variable at a significance of 0.05 (5%). This study used a two-way test or individual significance test (t test). The t test or t-test is done by comparing the t-count with the t-table. The calculation criteria are as follows:

- a) If  $t_{\text{count}} > t_{\text{table}}$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that the independent variable has an effect on the dependent variable.
- b) If  $t_{\text{count}} < t_{\text{table}}$ , then  $H_0$  is accepted and  $H_a$  is rejected, meaning that the independent variable has no effect on the dependent variable.

## **D. Result and Discussion**

### **1. Profile PT. Anugerah Kubah Indonesia**

PT. Anugerah Kubah Indonesia is a company that concentrates on planning, designing, and producing the best mosque domes and accessories for Muslim worship in Indonesia and even Southeast Asia. This company has been established since 2016 and has produced thousands of mosque dome units throughout Indonesia and abroad. PT. Anugerah Kubah Indonesia is engaged in the field of mosque dome specialist contractors who focus on planning, designing and producing domes located in Purwokerto Village, Ngadiluwih District, Kediri Regency([www.anugerahkubah.com](http://www.anugerahkubah.com), 2023).

### **2. Data Description : Description of Data Variable X (Promotion)**

Based on the results of the questionnaire distribution, for variable X (promotion) with a total of 10 statements, it can be seen that the percentage score of each indicator is as follows :

### Percentage of Score Per Indicator Variable X

No	Indicator	Score	%Score
1	Frequency	713	20,96
2	Promotion quality	708	20,81
3	Promotional quantity	711	20,9
4	Time of promotion	643	18,9
5	Accuracy of promotion or suitability of promotion goals	627	18,43
<b>Amount</b>		3402	100

Source: Data processed by researchers

From the results of data collection it is known that the highest score obtained, namely 713 with a percentage of 20.96% is found in the frequency of promotion indicator and the lowest score, namely 627 with a percentage of 18.43% is found in the indicator of accuracy of promotion or suitability of promotion goals.

### 3. Data Description : Description of Data Variable Y (Buying Decisions)

Based on the results of the questionnaire distribution, for variable Y (purchasing decision) with a total of 10 statements, it can be seen that the percentage score of each indicator is as follows :

### Percentage of Score Per Indicator Variable Y

No	Indicator	Score	%Score
1	Recognition of needs	688	20,8
2	Information search	677	20,47
3	Evaluation	603	18,23
4	Buying decision	628	18,99
5	Post purchase behavior	711	21,5
<b>Amount</b>		3307	100

Source: Data processed by researchers

From the results of the data collection it is known that the highest score obtained, namely 711 with a percentage of 21.5% is found in the post-purchase behavior indicator and the lowest score, namely 603 with a percentage of 18.23% is in the evaluation indicator.

### 4. Descriptive Statistical Analysis: Promotion Variable Description and Purchase Decision

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Promosi	109	21	40	31.34	2.803
Keputusan Pembelian	109	24	38	30.34	2.819
Valid N (listwise)	109				

Source: Data processed by researchers (SPSS result 24.0), 2023.

From the results of the SPSS 24.0 calculation in table 4.3 it shows that the number of respondents studied was 109 people. On the promotion variable (X), the lowest score is 21 and the highest score is 40, so it can be seen that the average is 31.34 and the standard deviation is 2.803. In the purchase decision variable (Y), the lowest score is 24 and the highest score is 38, so it can be seen that the average is 30.34 and the standard deviation is 2.819.

### Classic assumption test

#### Normality Test Results

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		109
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.43637172
Most Extreme Differences	Absolute	.059
	Positive	.059
	Negative	-.046
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data processed by researchers (SPSS result 24.0), 2023.

Based on the table above, it is known that the significance value of Asymp.Sig (2-tailed) is  $0.200 > 0.05$  (probability). Thus, the assumptions or requirements for normality have been fulfilled so that it can be concluded that the data is normally distributed.



## Multicollinearity Test

### Multicollinearity Test Results

#### Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	Promosi	1.000	1.000

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers (SPSS result 24.0), 2023.

Based on the table above, it can be seen that the VIF value  $< 10$ . Thus, it can be concluded that there is no multicollinearity in the regression model.

## Correlation Auto Test

### Autocorrelation Test Results

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.503 <sup>a</sup>	.253	.246	2.448	1.883

a. Predictors: (Constant), Promosi

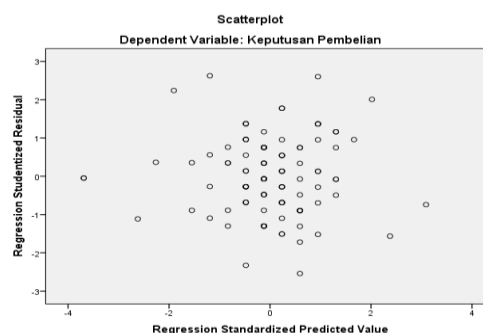
b. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers (SPSS result 24.0), 2023.

The results of the calculations in the table above show that the Durbin-Watson test value is 1.883. Next, we compare the DW value with the significant table value (5%), the number of samples  $n = 109$  and the number of independent variables 1 ( $k = 1$ ) to obtain a dL value of 1.669 and a dU of 1.706. The dW value is greater than the upper limit (dU) which is 1.706 and less than  $(4 - dU) = 4 - 1.706 = 2.294$ . The autocorrelation value is between  $1.669 < 1.883 < 2.294$ , so it can be concluded that there is no autocorrelation in the data above.

## Heteroxidation Test

### Heteroscedasticity Test Results



Source: Data processed by researchers (SPSS result 24.0), 2023.

In the diagram above it can be seen that the dots do not form a clear pattern. These points spread above and below the value 0 on the Y axis. This condition indicates that there is no heteroscedasticity in the data distribution.

### Correlation Analysis Correlation Test Results

Correlations			
		Promosi	Keputusan Pembelian
Promosi	Pearson Correlation	1	.503**
	Sig. (2-tailed)		.000
	N	109	109
Keputusan Pembelian	Pearson Correlation	.503**	1
	Sig. (2-tailed)	.000	
	N	109	109

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by researchers (SPSS result 24.0), 2023.

Based on the table above, the size of the correlation number determines the strength or weakness of the relationship between the two variables. Judging from the calculation results, the promotion variable and purchase decision show a figure of 0.503. This figure shows a strong correlation.

### Simple Linear Regression Analysis Simple Linear Regression Test Results

Coefficients <sup>a</sup>					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	14.477	2.644		5.475
	Promosi	.506	.084	.503	6.023

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers (SPSS result 24.0), 2023.

Based on the table above, in column B the value of the purchase decision constant (a) is 14.477 while the promotion value (b) is 0.506. So the regression equation can be written as follows:

$$Y = a + bX$$

$$Y = 14,477 + 0,506X$$

The amount of promotional influence on purchasing decisions can be seen from output b, which is 0.506. So, the equation is  $Y = 14.477 + 0.506X$ .

### Analysis of the Coefficient of Determination Coefficient of Determination

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 <sup>a</sup>	.253	.246	2.448

a. Predictors: (Constant), Promosi

b. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers (SPSS result 24.0), 2023.

Based on the test results for the coefficient of determination in the table above, it can be seen that the coefficient of determination or R Square is 0.253 (25.3%). This means that variable X (promotion) in this study affects variable Y (purchasing decisions) by 25.3%, while the remaining 74.7% (1 - 0.253) is influenced by other variables not examined in this study.

### Hypothesis testing F Test/Significance Test of the Regression Model

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	217.362	1	217.362	36.279	.000 <sup>b</sup>
	Residual	641.078	107	5.991		
	Total	858.440	108			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Promosi

Source: Data processed by researchers (SPSS result 24.0), 2023.

The results of the calculations in the table above show that Fcount is 36.279 with a significance value of 0.000. Based on these calculations, it shows that the independent variable has an effect on the dependent variable. Thus, the hypothesis put forward, namely promotions jointly affect purchasing decisions, can be accepted. Any changes that occur in the independent variable, namely the promotion will jointly affect the purchase

decision. By knowing the significant effect, the regression model can be used for research predictions.

### Uji t

The hypothesis in this study is:

H0 : There is no effect of promotion on the decision to buy a mosque dome at PT. Anugerah Kubah Indonesia.

H1: There is a promotional effect on the decision to buy a mosque dome at PT. I Anugerah Kubah Indonesia.

With the following test criteria:

$t_{count} \leq t_{table}$  or  $t_{count} \geq -t_{table}$  so H0 is accepted.

$t_{count} \geq t_{table}$  or  $t_{count} \leq -t_{table}$  so H0 is rejected.

### **Uji Parameter Regresi (Uji t)**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
	(Constant)	14.477	2.644		
	Promosi	.506	.084	.503	6.023

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers (SPSS result 24.0), 2023.

Based on the calculations in the table above, it can be seen that the  $t_{count}$  value is 5.475 with a significance value of  $0.000 < 0.05$ , so H0 is rejected and H1 is accepted. This means that there is a significant (real) influence on the promotion variable (X) on the purchase decision variable (Y).

### **Analisis Promotion**

The promotion indicators according to Kotler and Keller can be measured from the following :

#### **Promotion Frequency**

Promotion frequency is the number of sales promotions carried out at a time through sales promotion media. To find out the description of the frequency of promotions at PT. Anugerah Kubah Indonesia be seen in the following table :

### Consumers Often Know Promotional Activities from PT. Anugerah Kubah Indonesia

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	-	-
Neutral	2	1,83
Agree	69	63,3
Strongly Agree	38	34,9
<b>Amount</b>	109	100

Source: Data processed by researchers

From the table above it can be seen that as many as 2 respondents (1.83%) gave neutral responses, 69 respondents (63.3%) answered agree, 38 respondents (34.9%) gave responses that strongly agreed. From this statement, it can be seen that the dominant respondents answered agree, this shows that the promotional activities carried out by PT. Anugerah Kubah Indonesia is quite frequent.

### According to consumers, PT. Anugerah Kubah Indonesia promotes more on social media than in person

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	1	0,92
Neutral	17	15,6
Agree	43	39,4
Strongly Agree	48	44
<b>Amount</b>	109	100

Source: Data processed by researchers

From the table above it can be seen that 1 respondent (0.92%) gave a disagree response, 17 respondents (15.6%) gave a neutral response, 43 respondents (39.4%) agreed, and 48 respondents (44%) ) answered strongly agree. From the frequency table above it can be seen that the answers that dominate are very agree so that it can be concluded that PT. Anugerah Kubah Indonesia often promotes on social media rather than in person.

### Promotion Quality

Promotion quality is a measure of how well sales promotions are carried out. The respondents' responses to the quality of promotion at PT. Anugerah Kubah Indonesia can be seen from the table below :

### Consumers Get Information About Promotions from PT. Anugerah Kubah Indonesia every day

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	2	1,83
Neutral	21	19,3
Agree	50	45,9
Strongly Agree	36	33
<b>Amount</b>	109	100

Source: Data processed by researchers

From the table above it can be seen that 2 respondents (1.83%) gave disagree responses, 21 respondents (19.3%) gave neutral responses, 50 respondents (45.9%) answered agree, and 36 respondents (33% ) answered strongly agree. Based on the table above, it can be seen that the answer that dominates is agree so it can be concluded that consumers obtain information about promotions from PT. Indonesian Dome Award every day.

### Consumers Feel Promotions Conducted By PT. Anugerah Kubah Indonesia Award

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	
Don't agree	-	
Neutral	5	4,59
Agree	48	44
Strongly Agree	56	51,4
<b>Amount</b>	109	100

Source: Data processed by researchers

From the table above it can be seen that 5 respondents (4.59%) gave neutral responses, 48 respondents (44%) agreed, and 56 respondents (51.4%) answered strongly agreed. Based on the table above, it can be seen that the dominating answers are strongly agree so that it can be concluded that consumers feel the promotion carried out by PT. Anugerah Kubah Indonesia is very good.

### Promotion Quantity

Promotional quantity is the value or number of sales promotions provided by a company to consumers. The respondents' responses to the quantity of promotions carried out by PT. Indonesian Dome Awards include :

### Promotions Conducted By PT. Anugerah Kubah Indonesia is diverse

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	3	2,75
Neutral	6	5,5
Agree	66	60,6
Strongly Agree	34	31,2
<b>Amount</b>	109	100

Source: Data processed by researchers

From the table above it can be seen that 3 respondents (2.75%) gave disagree responses, 6 respondents (5.5%) gave neutral responses, 66 respondents (60.6%) gave agree responses, and 34 respondents (31.2%) answered strongly agree. From the table above, it can be seen that the answer that dominates is agree so it can be concluded that the promotion carried out by PT. Anugerah Kubah Indonesia is very diverse.

### Consumers Interested in Promotions Conducted by PT. Anugerah Kubah Indonesia

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	-	-
Neutral	12	11
Agree	50	45,9
Strongly Agree	47	43,1
<b>Amount</b>	109	100

Source: Data processed by researchers

From the data above, it can be seen that 12 respondents (11%) answered neutral, 50 respondents (45.9%) answered agree, and 47 respondents (43.1%) gave responses that strongly agreed. From the table above, it can be seen that the dominant answer is agree so it can be concluded that consumers are interested in the promotions carried out by PT. Anugerah Kubah Indonesia.

### Promotion Time

Promotion time is the length of promotion carried out by the company. Following are the responses from respondents to the time of promotion carried out by PT. Anugerah Kubah Indonesia :

### PT. Anugerah Kubah Indonesia Always Updates Every Time, Especially When There Are New Products

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	4	3,67
Neutral	32	29,4
Agree	34	31,2
Strongly Agree	39	35,8
<b>Amount</b>	109	100

Source: Data processed by researchers

Based on the table above, it can be seen that 4 respondents (3.67%) gave disagree responses, 32 respondents (29.4%) gave neutral responses, 34 respondents (31.2%) gave affirmative responses, and 39 respondents (35.8 %) answered strongly agree. From the table above it can be seen that the answers that dominate are very agree so that it can be concluded that PT. Anugerah Kubah Indonesia is always updated all the time, especially when there are new products.

### Consumers Often Listen or See Promotions Conducted by PT. Anugerah Kubah Indonesia

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	-	-
Neutral	21	19,3
Agree	77	70,6
Strongly Agree	11	10,1
<b>Amount</b>	109	100

Source: Data processed by researchers

Based on the table above, it can be seen that 21 respondents (19.3%) answered neutral, 77 respondents (70.6%) answered that they agreed, and 11 respondents (10.1%) gave responses that strongly agreed. From the table above it can be seen that the most dominant answer is agree so it can be concluded that consumers often listen to or see promotions carried out by PT. Anugerah Kubah Indonesia.



### Accuracy or Appropriateness of Promotion Targets

Accuracy or suitability of promotional targets is a factor needed to achieve the target desired by the company. The following is the respondent's response to the accuracy or suitability of the promotion target at PT. Anugerah Kubah Indonesia :

#### Consumers Have Seen Promotions in the Form of Brochures from PT. Indonesian Dome Award in a Public Place Easily Visible by People

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	11	10,1
Neutral	48	44
Agree	36	33
Strongly Agree	14	12,8
<b>Amount</b>	109	100

Source: Data processed by researchers

From the table above it can be seen that 11 respondents (10.1%) gave disagree responses, 48 respondents (44%) gave neutral responses, 36 respondents (33%) agreed, and 14 respondents (12.8%) answered strongly agree. Based on the table above, it can be seen that the dominant answers are neutral, so it can be concluded that there are consumers who have seen promotions in the form of brochures from PT. Anugerah Kubah Indonesia in a public place where people can easily see it and there are also consumers who have never seen a promotion in the form of a brochure from PT. Indonesian Dome Award in a public place where people can easily see it.

#### Consumers Feel Promotion from PT. Anugerah Kubah Indonesia is Right on Target

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	4	3,67
Neutral	15	13,8
Agree	38	34,9
Strongly Agree	52	47,7
<b>Amount</b>	109	100

Source: Data processed by researchers

From the table above it can be seen that 4 respondents (3.67%) answered disagree, 15 respondents (13.8%) answered neutral, 38 respondents (34.9%) gave agree responses, and 52 respondents (47.7 %) gave very agree responses. Based on the table above, it can be seen that the most dominant answer is that it strongly agrees, so it can be concluded that consumers feel the promotion from PT. The Indonesian Dome Award is right on target.

## Purchase Decision Analysis

According to Kotler and Keller, purchasing decisions are consumers forming the intention to buy the most preferred brand. Purchasing decisions have several indicators, namely need recognition, information search, evaluation, purchase decisions, and post-purchase behavior. The following are respondents' responses to purchasing decisions at PT. Anugerah Kubah Indonesia :

### Introduction to Needs

Recognition of needs is the first step in the purchasing decision-making process, where consumers recognize a problem or need. The respondents' responses to the products promoted by PT. Anugerah Kubah Indonesia can be seen in the following table:

### Products Sold By PT. Anugerah Kubah Indonesia According to Consumer Desires

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	-	-
Neutral	7	6,42
Agree	40	36,7
Strongly Agree	62	56,9
<b>Amount</b>	109	100

Source: Data processed by researchers

Based on the table above, it can be seen that the most dominant answer is that it strongly agrees so that it can be concluded that the products sold by PT. Indonesian Dome Award in accordance with the wishes of consumers.

### According to consumers, products sold by PT. Anugerah Kubah Indonesia Not Available in Other Stores

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	14	12,8
Neutral	23	21,1
Agree	42	38,5
Strongly Agree	30	27,5
<b>Amount</b>	109	100

Source: Data processed by researchers

It is known that the answer that dominates is agree so it can be concluded that according to consumers, the products sold by PT. The Indonesian Dome Award is not available in other stores.

### **Information Search**

Information search is the stage of the buyer's decision-making process where consumers are interested in finding more information about the products available at PT. Anugerah Kubah Indonesia.

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	-	-
Neutral	2	1,83
Agree	46	42,2
Strongly Agree	61	56
<b>Amount</b>	109	100

Source: Data processed by researchers

It can be seen that the dominating answers are very agree so that it can be concluded that the information related to the products sold by PT. The Indonesian Dome Award is easy to get.

### **Consumers Get Information About Products Sold By PT. Anugerah Kubah Indonesia Directly from Admin**

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	9	8,26
Neutral	37	33,9
Agree	44	40,4
Strongly Agree	19	17,4
<b>Amount</b>	109	100

Source: Data processed by researchers

The answer that dominates is agree so it can be concluded that consumers get information about the products sold by PT. Indonesian Dome Award directly from the admin.

### **Evaluation**

Evaluation is a stage in the purchasing decision-making process, in which consumers use the information they have obtained to evaluate alternative brands in an arrangement of choices. In this phase, consumers are faced with several choices of

products to buy. Therefore, consumers evaluate the goods that best suit their needs and desires. The following are respondents' responses to product-related evaluations at PT. Anugerah Kubah Indonesia :

#### Consumers Ask Friends/Relatives Before Buying Products at PT. Anugerah Kubah Indonesia

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	3	2,75
Neutral	41	37,6
Agree	48	44
Strongly Agree	17	15,6
<b>Amount</b>	109	100

Source: Data processed by researchers

From the table above it can be seen that 3 respondents (2.75%) answered disagree, 41 respondents (37.6%) answered neutral, 48 respondents (44%) answered agree, and 17 respondents (15.6%) gave very agree response. From the table it can be seen that the most dominant answer is agree so it can be concluded that consumers ask friends/relatives before buying products at PT. Anugerah Kubah Indonesia.

#### Consumers Find Out Prices from Other Stores Before Buying Products at PT. Anugerah Kubah Indonesia

Criteria Answer	Frekuensi	Persentase
Strongly Disagree	-	-
Don't agree	2	1,83
Neutral	35	32,1
Agree	54	49,5
Strongly Agree	18	16,5
<b>Amount</b>	109	100

Source: Data processed by researchers

From the table above it can be seen that 2 respondents (1.83%) gave disagree responses, 35 respondents (32.1%) gave neutral responses, 54 respondents (49.5%) answered agree, and 18 respondents (16, 5%) answered strongly agree. From the table it can be seen that the answer that dominates is agree so it can be concluded that consumers find out prices from other stores before buying products at PT. Anugerah Kubah Indonesia.

## Purchase Decision

### Consumers Choose Products Based on Quality

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	-	-
Neutral	11	10,1
Agree	42	38,5
Strongly Agree	56	51,4
<b>Amount</b>	109	100

Source: Data processed by researchers

Based on the table above, it can be seen that 11 respondents (10.1%) gave neutral responses, 42 respondents (38.5%) agreed, and 56 respondents (51.4%) answered strongly agree. From the table it can be seen that the most dominant answer is strongly agree so it can be concluded that consumers choose products based on their quality.

### Consumers Buy Products That Have a Discount

Criteria Answer	Frequency	Persentage
Strongly Disagree	-	-
Don't agree	11	10,1
Neutral	62	56,9
Agree	23	21,1
Strongly Agree	13	11,9
<b>Amount</b>	109	100

Source: Data processed by researchers

Based on the table above, it can be seen that as many as 11 respondents (10.1%) answered disagree, 62 respondents (56.9%) answered neutral, 23 respondents (21.1%) gave affirmative responses, and 13 respondents (11.9 %) gave very agree responses. Based on the table it can be seen that the most dominant answer is neutral so it can be concluded that some consumers buy products that have a discount and some buy products that do not have a discount.

## Post Purchase Behavior

After buying a product, consumers will feel satisfied or dissatisfied with the goods that have been purchased. Following are the respondents' responses to post-purchase behavior at PT. Anugerah Kubah Indonesia:

### Consumers Buy Products at PT. Indonesian Dome Award More Than 2 Times

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	2	1,83
Neutral	11	10,1
Agree	64	58,7
Strongly Agree	32	29,4
<b>Amount</b>	109	100

Source: Data processed by researchers

It can be seen that the answer that dominates is agree so it can be concluded that consumers buy products at PT. Anugerah Kubah Indonesia more than 2 times.

### Consumers Inviting Other Parties to Purchase Products from PT. Anugerah Kubah Indonesia

Criteria Answer	Frequency	Percentage
Strongly Disagree	-	-
Don't agree	-	-
Neutral	10	9,17
Agree	49	45
Strongly Agree	50	45,9
<b>Amount</b>	109	100

Source: Data processed by researchers

Based on the table above, it can be seen that as many as 10 respondents (9.17%) answered neutral, 49 respondents (45%) answered agree, and 50 respondents (45.9%) gave responses that strongly agreed. Based on the table, it can be seen that the dominating answers are strongly agreed so that it can be concluded that consumers invite other parties to buy products from PT. Anugerah Kubah Indonesia.

## DISCUSSION

### Promotions Conducted By PT. Anugerah Kubah Indonesia

Based on the responses given by respondents to the promotions carried out by PT. Anugerah Kubah Indonesia noted that the majority of respondents (51.4%) answered in agreement (table on "Consumers Feel Promotions Done by PT. Anugerah Kubah Indonesia"). Respondents considered that the promotion carried out by PT. The Dome award is very good. Frequent promotions carried out accompanied by good quality make

the respondents give a plus value to the promotions carried out by the company. This shows that the quality of the promotion carried out by PT. The Indonesian Dome Award is very good and able to make consumers feel interested in the promotions being carried out.

PT. Anugerah Kubah Indonesia is always updated at any time, especially when there are new products. Based on the theory from Philip Kotler in his book entitled "Analysis & Design", explains that at least the company regularly provides sufficient information about its products and tries to make aggressive sales and promotion efforts (Kotler, 2015: 74). When seen in the table "PT. Anugerah Kubah Indonesia Always Updates Every Time", respondent PT. Anugerah Kubah Indonesia dominantly gave responses that strongly agreed to this statement, namely as many as 39 respondents (35.8%), while the others answered that they agreed as many as 34 respondents (31.2%), responding with neutral answers as many as 32 respondents (29.4%) , and responding to disagree a number of 4 respondents (3.67%). The company is always updating its products, not without reason. They do this because they want to attract new markets and face business competition by providing mosque dome products that are of good quality in design, color, size, and so on.

In the table "Consumers Often Know Promotional Activities" related to frequent promotions carried out by PT. Anugerah Kubah, the answers from the respondents who dominated were agreed (63.3%). This company very often promotes its products both offline and online. Promotions are carried out more frequently online through digital marketing (google ads, YouTube, radio advertisements, television advertisements), opening agency systems, opening affiliate opportunities and utilizing all social media. According to the respondent's assessment, PT. Anugerah Kubah often promotes through social media rather than in person (table "PT. Anugerah Kubah Indonesia promotes more often on social media"). The dominant majority of respondents (44%) gave the answer "strongly agree" to this statement and made the public aware of the existence of PT. Indonesian Dome Award and interested in buying its products.

In line with the statement in the table "PT. Anugerah Kubah Indonesia promotes more often on social media" which states that PT. Anugerah Kubah Indonesia often promotes through social media. Respondents gave different responses to the statement "have seen a promotion from PT. Dome Award in the form of brochures in public places" (table "Consumers Have Seen Promotions in the Form of Brochures"). In this statement, 11

respondents (10.1%) answered disagree, 48 respondents (44%) answered neutral, 36 respondents (33%) answered agree, and 14 respondents (12.8%) gave responses that strongly agreed. Based on this data, it can be seen that the answers of respondents who dominate are neutral. This means that there are respondents who have seen promotions from PT. Dome Award in the form of a brochure on the spot.

Promotions carried out by PT. The Indonesian Dome Award was assessed by the majority of respondents as being right on target. Based on the table "Consumers Feel Promotion from PT. The Indonesian Dome Award is Right on Target", it can be seen that as many as 52 respondents (47.7%) strongly agree with this statement. With the exact target being aimed at when carrying out the promotion, so that it has an impact on the high purchasing decisions made by consumers for the mosque dome at PT. Anugerah Kubah Indonesia.

### **Consumer Decisions in Purchasing Mosque Domes at PT. Anugerah Kubah Indonesia**

After conducting research on 109 respondents, it can be seen that as many as 62 people (56.9%) gave very agree responses to the products sold by PT. Anugerah Kubah Indonesia (table "Products Sold By PT. Anugerah Kubah Indonesia"). According to the majority of respondents, the products sold at PT. The Dome Award was in accordance with their wishes, so that made them decide to buy the mosque's dome. Based on the table "Consumers Ask Friends/Relatives" there are 48 respondents (44%) who agreed to the statement "Consumers ask friends/relatives before buying products at PT. Indonesian Dome Award. However, there were also respondents who answered disagree with that statement. So, they immediately bought the mosque dome at PT. Indonesian Dome Award without asking friends or relatives first.

In connection with the above, respondents can obtain information regarding the products sold at PT. Indonesian Dome Award easily. This is what makes them buy directly without asking friends or relatives first. If you look at the "Information Regarding Products" table, the majority of respondents (56%) gave responses that strongly agreed that all information about products at PT. The Dome Award is very easy to get, because this company always updates its products and details online, especially through social



media. Thus, consumers can easily obtain product-related information without having to come to the company. In addition to the majority of respondents answering strongly agree, there were also respondents who gave responses in agreement, namely as many as 46 respondents (42.2%), and 2 respondents answered neutral (1.83%).

Based on the table "Consumers Choose Products Based on Quality", the majority of respondents (51.4%) gave responses that strongly agreed to the statement "consumers choose products based on quality". In this statement, the respondent's answer that dominates is strongly agree. From the table it can be seen that the respondent decided to buy a mosque dome at PT. Indonesian Dome Award by paying attention to the quality of the products provided. According to Suyadi Prawirosentono, good quality products will more easily attract consumers to buy so as to increase sales figures (Prawirosentono, 2014: 82).

The dominant respondent answered very well for the decision to buy a mosque dome at PT. Anugerah Kubah Indonesia so that many of them invite other parties to buy mosque domes at PT. Indonesian Dome Award. The reason respondents asked other parties to buy mosque domes from the company was because they were satisfied with the products sold at PT. The Indonesian Dome Award is of good quality and in accordance with what is wanted or needed. As many as 10 respondents (9.17%) gave neutral responses, 49 respondents (45%) gave agreed responses, 50 respondents (45.9%) answered strongly agree, this is based on the "Consumers Invite Other Parties" table. Thus, it can be said that the purchasing decision at PT. Indonesian Dome Award is very high.

### **The Effect of Promotion on the Purchase Decision of Mosque Domes at PT. Anugerah Kubah Indonesia**

The results of this study indicate that promotion has a positive and significant influence on purchasing decisions for mosque domes at PT. Anugerah Kubah Indonesia, meaning that the higher the promotional activities carried out, the more influential it will be on the purchasing decisions made. Promotions carried out by PT. The Indonesian Dome Award in various ways, one of which is utilizing all social media, is very helpful and even increases the number of sales of mosque domes from before. Promotion is one of

the activities that must be carried out to provide all information related to the products being sold so that it can encourage consumers to make purchases. This is in accordance with the theory of Boone and Kurtz which suggests that with promotions, consumers will know that a company has issued a new product to attract consumer buying interest so that it can be said that promotions influence purchasing decisions (Boone, 2007: 253).

Based on the research results in the table "Correlation Test Results" it is known that the correlation between promotions and purchasing decisions is 0.503, indicating that promotions and purchasing decisions have a strong relationship. In the simple linear regression test table (table "Simple Linear Regression Test Results") it can be seen as follows:

$$Y = a + Bx$$

$$Y = 14,477 + 0,506X$$

From the calculations in the table "Parameter Regression Test (t test)" above, it can be seen that  $t_{count} = 5.475$  with a significance value of  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted. This means that there is a significant (significant) influence of the promotion variable (X) on the purchasing decision variable (Y) so that it can be concluded that promotion influences the purchasing decision of mosque domes at PT. Anugerah Kubah Indonesia.

From the "Coefficient of Determination" table above, it can be explained that the relationship (correlation) between all promotion variables and the dependent variable, namely purchasing decisions, is indicated by the magnitude of R, which is 0.503 so that it can be said to be good and shows that promotion has a strong relationship to purchasing decisions for mosque domes at PT. Indonesian Dome Award. The coefficient of determination or R Square is 0.253, meaning that the influence of the promotion variable on the purchase decision of the mosque dome at PT. Indonesian Dome Award of 25.3%. Meanwhile, 74.7% is influenced by other variables not examined in this study.

The majority of consumers in purchasing mosque domes at PT. Anugerah Kubah Indonesia because the products are in accordance with their wishes along with good quality so that they feel satisfied after buying at PT. Dome Award. In addition, some

consumers provide information to others regarding what they feel to be consumers of PT. Anugerah Dome and bought a mosque dome from there.

Based on the results of the t test in the table "Parameter Regression Test (t test)" a tcount value of 5.475 is obtained with a significance value of  $0.000 < 0.005$ , it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted. The test results interpret that promotion has a positive and significant influence on purchasing decisions for mosque domes at PT. Anugerah Kubah Indonesia. Based on the explanation above, it can be seen that promotion has an effect on purchasing decisions for mosque domes at PT. Anugerah Kubah Indonesia.

## E. Conclusion

The conclusion are  $H_0$  is rejected and  $H_1$  is accepted. The test results interpret that promotion has a positive and significant influence on purchasing decisions for mosque domes at PT. Anugerah Kubah Indonesia. Based on the explanation above, it can be seen that promotion has an effect on purchasing decisions for mosque domes at PT. Anugerah Kubah Insonesia.

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